

Appn. No. 09/751,801  
Amendment dated March 21, 2005  
Reply to Office Action mailed January 11, 2005

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims** (deleted text being struck through and added text being underlined):

- 1        1. (Currently Amended) A method for broadcast advertising to a mobile communication device, comprising the steps of:
  - 3        storing acceptance data in the communication device;
  - 4        modifying the acceptance data by integrating entries from a personal information manager;
  - 6        receiving by the communication device a broadcast advertisement containing advertisement data; and
  - 8        comparing the advertisement data to the acceptance data to obtain a comparison result..
- 1        2. (Original) The method of claim 1, wherein the broadcast advertisement is received by the communication device through a wireless communication channel.
- 1        3. (Original) The method of claim 2, wherein the broadcast advertisement is received by the communication device through one of: a radio transmission, a television transmission, a Bluetooth signal, and an infrared signal.
- 1        4. (Original) The method of claim 1, wherein the broadcast advertisement is received by the communication device from one of: a billboard and a storefront.
- 1        5. (Original) The method of claim 1, wherein the acceptance data comprises preferences for accepting broadcast advertisements specified by a user of the communication device.

Appn. No. 09/751,801  
Amendment dated March 21, 2005  
Reply to Office Action mailed January 11, 2005

6. (Cancelled)

1        7. (Original) The method of claim 1, further comprising the step of  
2        displaying the broadcast advertisement on the communication device based  
3        on the comparison result.

1        8. (Original) The method of claim 1, further comprising the step of  
2        storing the broadcast advertisement on the communication device based on  
3        the comparison result.

1        9. (Original) The method of claim 8, further comprising the steps of:  
2        reading deletion data in a stored advertisement, wherein the deletion  
3        data indicates criteria for deleting the stored advertisement; and  
4        deleting the stored advertisement from the communication device  
5        based on the deletion data.

1        10. (Previously Presented) The method of claim 1, further comprising  
2        the step of outputting a notification signal to a user of the communication  
3        device if comparison of the advertisement data to the acceptance data is  
4        accepted.

1        11. (Original) The method of claim 1, further comprising the step of  
2        sending an indicator signal to a source of the broadcast advertisement,  
3        wherein the indicator signal notifies the source that the communication  
4        device is within a broadcast range of the broadcast advertisement.

1        12. (Original) The method of claim 1, further comprising the step of  
2        communicating through the communication device with a wireless  
3        positioning system.

1        13. (Original) The method of claim 12, wherein the wireless  
2        positioning system is GPS.

Appln. No. 09/751,801  
Amendment dated March 21, 2005  
Reply to Office Action mailed January 11, 2005

1        14. (Currently Amended) A method for broadcast advertising to a  
2        mobile communication device, comprising the steps of:  
3            receiving by the communication device one or more broadcast  
4        advertisements containing advertisement data; and  
5            selecting at least one of the received advertisements based on  
6        preferences for selecting advertisements specified by a user of the  
7        communication device, at least a portion of the preferences for selecting  
8        advertisements being integrated from entries on a personal information  
9        manager.

1        15. (Original) The method of claim 14, wherein the broadcast  
2        advertisements are received from a transmitter when the communication  
3        device is within a broadcast range of the transmitter.

1        16. (Original) The method of claim 14, wherein the broadcast  
2        advertisements are received from a local transmitter by the communication  
3        device through a wireless communication channel.

1        17. (Original) The method of claim 14, further comprising the step of  
2        modifying the preferences for selecting advertisements specified by the user  
3        of the communication device by integrating entries from a personal  
4        information manager.

1        18. (Original) The method of claim 14, further comprising the step of  
2        displaying the selected broadcast advertisements to the user of the  
3        communication device.

Appn. No. 09/751,801  
Amendment dated March 21, 2005  
Reply to Office Action mailed January 11, 2005

1       19. (Currently Amended) A mobile communication device, comprising:  
2       memory;  
3       logic for storing acceptance data on the memory;  
4       logic for modifying the acceptance data by integrating entries from a  
5       personal information manager;  
6       logic for receiving a broadcast advertisement containing advertisement  
7       data; and  
8       logic for comparing the advertisement data to the acceptance data to  
9       obtain a comparison result.

1       20. (Original) The mobile communication device of claim 19, wherein  
2       the logic for receiving the broadcast advertisement is capable of receiving  
3       the broadcast advertisement through a wireless communication channel.

1       21. (Original) The mobile communication device of claim 20, wherein  
2       the logic for receiving the broadcast advertisement is capable of receiving  
3       the broadcast advertisement through one of: a radio transmission, a  
4       television transmission, a Bluetooth signal, and an infrared signal.

1       22. (Original) The mobile communication device of claim 19, wherein  
2       the acceptance data comprises preferences for accepting broadcast  
3       advertisements specified by a user of the communication device.

23. (Cancelled)

1       24. (Original) The mobile communication device of claim 19, further  
2       comprising:  
3       a display; and  
4       logic for displaying the broadcast advertisement on the display based  
5       on the comparison result.

Appn. No. 09/751,801  
Amendment dated March 21, 2005  
Reply to Office Action mailed January 11, 2005

1        25. (Original) The mobile communication device of claim 19, further  
2        comprising logic for storing the broadcast advertisement on the memory  
3        based on the comparison result.

1        26. (Original) The mobile communication device of claim 19, further  
2        comprising logic for communicating with a wireless positioning system.

1        27. (Original) The mobile communication device of claim 26, wherein  
2        the wireless positioning system is GPS.

1        28. (Currently Amended) A system for broadcast advertising to a  
2        mobile communication device, comprising:  
3            logic for receiving acceptance data from the communication device;  
4            logic for modifying the acceptance data by integrating entries from a  
5            personal information manager;  
6            logic for selecting one or more advertisements based on the received  
7        acceptance data; and  
8            logic for broadcasting the selected advertisements to the  
9        communication device.

1        29. (Original) The system of claim 28, further comprising logic for  
2        detecting whether the communication device is within a broadcast range,  
3        and further wherein the logic for broadcasting the selected advertisements is  
4        capable of broadcasting the selected advertisements to the communication  
5        device upon detecting that the communication device is within the broadcast  
6        range.

1        30. (Original) The system of claim 28, wherein the logic for  
2        broadcasting the selected advertisements is capable of broadcasting the  
3        selected advertisements to the communication device through a wireless  
4        communication channel.

Appn. No. 09/751,801  
Amendment dated March 21, 2005  
Reply to Office Action mailed January 11, 2005

1       31. (Original) The system of claim 28, wherein the acceptance data  
2       comprises preferences for accepting broadcast advertisements specified by a  
3       user of the communication device.

1       32. (Original) The system of claim 28, further comprising logic for  
2       communicating with a wireless communication channel.

1       33. (Currently Amended) A system for broadcast advertising,  
2       comprising:

3       a mobile communication device capable of storing acceptance data  
4       thereon, the mobile communication device being capable of modifying the  
5       acceptance data by integrating entries from a personal information manager;  
6       and

7       an advertisement broadcasting system capable of transmitting one or  
8       more broadcast advertisements to the mobile communication device, the one  
9       or more broadcast advertisements containing advertisement data;

10       wherein the mobile communication device is capable of receiving the  
11       broadcast advertisements from the advertisement broadcasting system and  
12       selecting at least one of the broadcast advertisements based on the  
13       acceptance data.

1       34. (Original) The system of claim 33, wherein the advertisement  
2       broadcasting system is capable of detecting whether the mobile  
3       communication device is within a broadcast range, and further wherein the  
4       advertisement broadcasting system is capable of transmitting the broadcast  
5       advertisements to the mobile communication device upon detecting that the  
6       mobile communication device is within the broadcast range.

1       35. (Original) The system of claim 33, wherein the advertisement  
2       broadcasting system is capable of transmitting, and the mobile  
3       communication device is capable of receiving, the broadcast advertisements  
4       through a wireless communication channel.

Appl. No. 09/751,801  
Amendment dated March 21, 2005  
Reply to Office Action mailed January 11, 2005

1       36. (Original) The system of claim 33, wherein the acceptance data  
2   comprises preferences for accepting broadcast advertisements specified by a  
3   user of the mobile communication device.

1       37. (Original) The system of claim 33, wherein the mobile  
2   communication device and the advertisement broadcasting system are  
3   capable of communicating with a wireless positioning system.

1       38. (Previously Presented) The method of claim 1, wherein the  
2   advertisement data of the broadcast advertisement is capable of generating a  
3   display of an advertisement on the communication device.

1       39. (Previously Presented) The method of claim 1, wherein the  
2   advertisement data of the broadcast advertisement is capable of generating a  
3   display of an advertisement on the communication device without the  
4   communication device receiving additional data.

1       40. (Previously Presented) The method of claim 1, further comprising  
2   the step of displaying an advertisement on the communication device  
3   generated from the advertisement data if the comparison result indicates  
4   that the broadcast advertisement meets the acceptance data.

1       41. (Previously Presented) The method of claim 40, further  
2   comprising the step of rejecting the broadcast advertisement for display on  
3   the communication device if the comparison result indicates that the  
4   broadcast advertisement does not meet the acceptance data.

1       42. (Previously Presented) The method of claim 1, wherein the  
2   advertisement data includes at least one of: a company name, a brand name,  
3   information about a product, information about a service, price information,  
4   and a deadline for a special offer.

Appln. No. 09/751,801  
Amendment dated March 21, 2005  
Reply to Office Action mailed January 11, 2005

1       43. (Previously Presented) The method of claim 1, wherein the  
2 acceptance data includes at least one of: a company name, a brand name,  
3 product information, service information, price information, and a deadline  
4 for a special offer.

1       44. (Previously Presented) The method of claim 1, wherein the  
2 broadcast advertisement includes an expiration date upon which the  
3 broadcast advertisement is purged from the communication device.

1       45. (Previously Presented) The method of claim 1, wherein the step  
2 of storing the acceptance data on the communication device comprises  
3 manually entering the acceptance data on the communication device by the  
4 user.

1       46. (Previously Presented) The method of claim 1, wherein the step  
2 of storing the acceptance data on the communication device comprises  
3 selecting by the user the acceptance data from a predetermined list of  
4 acceptance data on the communication device.

1       47. (Previously Presented) The method of claim 1, wherein the step  
2 of storing the acceptance data on the communication device comprises  
3 selecting by the user acceptance data from a template of acceptance data on  
4 the communication device.

1       48. (Previously Presented) The method of claim 1, further comprising  
2 the step of creating acceptance data from data from a personal information  
3 manager.

1       49. (Previously Presented) The method of claim 48, wherein the data  
2 from the personal information manager includes an event, and the  
3 acceptance data created from the data from the personal information  
4 manager regarding the event causes acceptance of broadcast advertisements  
5 related to the event.